



**MAJOR SD SINGH
UNIVERSITY**
Recognised By UGC Under Section 2(f) of UGC Act 1956
Farrukhabad, Uttar Pradesh

**SHRI BABU SINGH DADDU JI NURSING AND
PARAMEDICAL COLLEGE**

**ACTIVITY COMPLETION REPORT -CONSOLIDATED
WORLD BREASTFEEDING WEEK 2026**

Academic Year: 2026–27

1. INTRODUCTION

World Breastfeeding Week 2026 was observed by the Department of Child Health Nursing through a series of educational, awareness-generating and participatory activities. The present consolidated report includes the five documented activities conducted on Day 1, Day 3, Day 4, Day 6 and Day 7 of the programme.

2. ACTIVITY-WISE SUMMARY

Day	Date	Activity	Venue	Duration	Participants
Day 1	01/08/2026	Inauguration Ceremony & Poster Competition	Faculty of Nursing Multi Purpose Hall	1 Day	100
Day 3	03/08/2026	Health Education Programme on Importance of Breastfeeding	Ram Manohar Lohia Hospital, Farrukhabad	1 Day	60
Day 4	04/08/2026	World Breastfeeding Week Pledge Ceremony	Faculty of Nursing Assembly Ground	1 Day	100
Day 6	06/08/2026	Presentation on Breastfeeding Week	Faculty of Nursing Multi Purpose Hall	1 Day	166

Day 7	07/08/2026	Interactive Q&A Session & Closing Ceremony & Prize Distribution	Faculty of Nursing Multi Purpose Hall	1 Day	166
-------	------------	---	---------------------------------------	-------	-----

Note: Activity-wise participant counts are reported separately and may include the same participants across different days.

3. DAY 1 – INAUGURATION CEREMONY & POSTER COMPETITION

Particular	Details
Date & Duration	01/08/2026 – 1 Day
Venue	Faculty of Nursing Multi Purpose Hall
Organizers	Mrs. Savita Yadav (Assistant Professor, Department of Child Health Nursing), Ms. Maneesha Yadav (Nursing Tutor)
Resource Person	Dr. Kamal Arora, Director of IQAC, Major S D Singh University
Participants	100

Objectives of the Activity

- To increase awareness regarding the importance and benefits of breastfeeding.
- To encourage students to express their knowledge and creativity through educational posters.
- To disseminate correct and evidence-based information regarding breastfeeding.
- To promote early initiation and exclusive breastfeeding for the first six months.
- To highlight the role of family, community and healthcare professionals in supporting breastfeeding.
- To develop communication and health-education skills.

Description of the Activity

The inauguration ceremony commenced with ceremonial lamp lighting in the presence of faculty members and students. A poster competition was organized as part of World Breastfeeding Week 2026. Nursing students prepared informative and creative posters highlighting the importance and benefits of breastfeeding, exclusive breastfeeding, early initiation, colostrum and breastfeeding support. The posters were displayed for evaluation, providing students an opportunity to demonstrate knowledge, creativity and health-education skills.

Outcome of the Activity

- Awareness regarding the importance and benefits of breastfeeding was increased.
- Participants gained knowledge about early initiation, exclusive breastfeeding and breastfeeding support.
- The poster competition enhanced students' creativity, communication and health-education skills.
- Students were encouraged to promote breastfeeding.

Poster Competition Winners

S.No.	Student	Position	Programme/Semester
1	Neetu	I	B.Sc. Nursing VI Sem
2	Radha	II	B.Sc. Nursing III Sem
3	Priyanshu	III	B.Sc. Nursing VI Sem

4. DAY 3 – HEALTH EDUCATION PROGRAMME ON THE IMPORTANCE OF BREASTFEEDING

Particular	Details
Date & Duration	03/08/2026 – 1 Day
Venue	Ram Manohar Lohia Hospital, Farrukhabad
Organizers	Mrs. Savita Yadav, Ms. Maneesha Yadav
Participants	60

Objectives of the Activity

- To create awareness among mothers and family members regarding the importance of breastfeeding.
- To educate mothers about early initiation of breastfeeding within one hour of birth.
- To explain the importance of colostrum and its benefits for the newborn.
- To promote exclusive breastfeeding for the first six months of life.
- To educate mothers regarding correct breastfeeding position and good attachment.
- To clarify common myths and misconceptions related to breastfeeding.
- To encourage continued breastfeeding along with complementary feeding after six months.
- To motivate family members to provide support to breastfeeding mothers.

Description of the Activity

A health education programme was conducted at Ram Manohar Lohia Hospital for mothers and family members. The session covered early initiation of breastfeeding, colostrum, exclusive breastfeeding for the first six months, continued breastfeeding with complementary feeding after six months, correct breastfeeding position, good attachment and

common breastfeeding problems. Participants were encouraged to ask questions and clarify their doubts.

Outcome of the Activity

- Mothers and family members gained awareness regarding the importance and benefits of breastfeeding.
- Participants understood the importance of early initiation and colostrum feeding.
- Mothers gained knowledge about exclusive breastfeeding for the first six months.
- Participants learned about correct breastfeeding position and good attachment.
- Common doubts and misconceptions related to breastfeeding were clarified.

5. DAY 4 – WORLD BREASTFEEDING WEEK PLEDGE CEREMONY

Particular	Details
Date & Duration	04/08/2026 – 1 Day
Venue	Faculty of Nursing Assembly Ground
Organizers	Mrs. Savita Yadav, Ms. Maneesha Yadav
Participants	100

Objectives of the Activity

- To create awareness among faculty members and students about the importance of breastfeeding.
- To promote, protect and support breastfeeding for the health and well-being of mothers and babies.
- To encourage commitment towards promoting early initiation and exclusive breastfeeding.
- To motivate nursing students and faculty members to spread correct information about breastfeeding in the community.
- To develop a sense of responsibility towards supporting breastfeeding mothers.
- To strengthen the message of World Breastfeeding Week 2026 through collective participation in the pledge.

Description of the Activity

A Breastfeeding Pledge was organized for faculty members and students. The programme began with a brief introduction on the importance of breastfeeding and the role of healthcare professionals in promoting, protecting and supporting breastfeeding. Faculty members and students actively participated in the pledge and collectively committed themselves to spreading correct information, supporting breastfeeding mothers and promoting appropriate breastfeeding practices in the community.

Outcome of the Activity

- Faculty members and students actively participated in the breastfeeding pledge.
- Participants developed a stronger commitment towards promoting, protecting and supporting breastfeeding.
- Participants became more aware of their role as healthcare professionals.

- The activity motivated participants to spread correct breastfeeding information among mothers, families and the community.
- The pledge strengthened teamwork and collective responsibility towards breastfeeding promotion.

6. DAY 6 – SEMINAR ON IMPORTANCE OF BREASTFEEDING WEEK

Particular	Details
Date & Duration	06/08/2026 – 1 Day
Venue	Faculty Of Nursing Multi Purpose Hall
Organizers	Mrs. Savita Yadav, Ms. Maneesha Yadav
Presented By	Mrs. Savita Yadav
Participants	166

Objectives of the Activity

- To create awareness among students and faculty regarding the importance of breastfeeding.
- To explain the benefits of breastfeeding for the baby and the mother.
- To provide information about WHO recommendations on breastfeeding.
- To explain the importance of colostrum and exclusive breastfeeding for the first six months.
- To educate participants about breast anatomy and physiology of lactation.
- To demonstrate correct breastfeeding techniques, including good attachment and positioning.
- To motivate nursing students to promote, protect and support breastfeeding in the community.

Description of the Activity

A PowerPoint presentation on “Importance of Breastfeeding” was organized as part of World Breastfeeding Week 2026. The presentation covered the importance and benefits of breastfeeding for mothers and babies, WHO recommendations, early initiation, colostrum, exclusive breastfeeding for the first six months, breast anatomy and physiology of lactation. Participants were also educated about correct breastfeeding techniques, positioning, good attachment and poor attachment. The presentation concluded with key messages and the role of nurses in promoting, protecting and supporting breastfeeding.

Outcome of the Activity

- Students gained knowledge about the importance and benefits of breastfeeding for both mother and baby.
- Students became aware of WHO recommendations regarding breastfeeding.
- Students understood the importance of early initiation, colostrum and exclusive breastfeeding for the first six months.
- Students gained knowledge about breast anatomy and physiology of lactation.
- Students learned about correct breastfeeding techniques, positioning and good attachment.
- Students were able to identify signs of poor attachment.
- Nursing students were motivated to promote, protect and support breastfeeding in future professional practice.

7. DAY 7 – INTERACTIVE Q&A SESSION, MIME PROGRAMME, PRIZE DISTRIBUTION & CLOSING CEREMONY

Particular	Details
Date & Duration	07/08/2026 – 1 Day
Venue	Faculty Of Nursing Multi Purpose Hall
Organizers	Mrs. Savita Yadav, Ms. Maneesha Yadav
Participants	166

Objectives of the Activity

- To create awareness about the importance and benefits of breastfeeding through a mime programme.
- To communicate key breastfeeding messages in an interesting, simple and effective manner.
- To assess and reinforce participants' knowledge through an interactive Question & Answer session.
- To clarify doubts and misconceptions related to breastfeeding and its practices.
- To encourage students to actively participate in Breastfeeding Week activities.
- To recognize and appreciate student talent, creativity and active participation through prize distribution.
- To motivate students to promote exclusive breastfeeding for the first six months and appropriate breastfeeding practices.
- To summarize important messages and learning outcomes of Breastfeeding Week.
- To formally conclude the Breastfeeding Week programme with a closing ceremony and appreciation of participants and organizers.

Description of the Activity

The closing activity included a Mime Programme on Breastfeeding Week, an Interactive Question & Answer Session, Prize Distribution and the Closing Ceremony. The mime programme presented important breastfeeding messages in a simple and effective manner. This was followed by an interactive Q&A session in which students actively participated and clarified their doubts. The programme concluded with prize distribution to the winners of the Breastfeeding Week activities, appreciation of participants and organizers, and a closing ceremony summarizing the key messages and learning outcomes.

Outcome of the Activity

- Participants gained increased knowledge and awareness about the importance and benefits of breastfeeding.
- Participants understood the importance of exclusive breastfeeding for the first six months.
- Common misconceptions and doubts were clarified through the interactive Q&A session.
- The mime programme helped participants understand breastfeeding messages in an interesting and memorable way.

- Students demonstrated active participation, confidence and communication skills.
- Participants were motivated to promote and support appropriate breastfeeding practices.
- Prize distribution encouraged students and enhanced motivation for health-education activities.
- The Breastfeeding Week programme was successfully concluded with active participation and appreciation.

8. OVERALL OBJECTIVES OF THE WEEK

- To promote awareness regarding the importance and benefits of breastfeeding.
- To encourage early initiation and exclusive breastfeeding for the first six months.
- To improve knowledge regarding colostrum, breastfeeding techniques, positioning and attachment.
- To strengthen the role of nursing students as breastfeeding advocates.
- To encourage family and community support for breastfeeding mothers.
- To provide opportunities for interactive learning, creativity and health education.
- To reinforce learning through Q&A, pledge and practical communication activities.

9. OVERALL OUTCOME

The five documented activities successfully strengthened awareness and knowledge regarding breastfeeding among students, faculty members, mothers and family members. The programme promoted early initiation, colostrum, exclusive breastfeeding, correct positioning and attachment, and the supportive role of healthcare professionals. Student participation in poster competition, pledge, PPT presentation, mime programme and Q&A enhanced confidence, creativity, communication and health-education skills.

10. PARTICIPATION SUMMARY

Day	Participants
Day 1	100
Day 3	60
Day 4	100
Day 6	166
Day 7	166
Total activity-wise participation	592

11. CONCLUSION

World Breastfeeding Week 2026 was successfully conducted through a combination of educational, creative, participatory and awareness-generating activities. The documented Day 1, Day 3, Day 4, Day 6 and Day 7 activities provided a comprehensive platform for learning, commitment, communication and reinforcement of breastfeeding messages. The programme

concluded with an interactive Q&A session, prize distribution and closing ceremony, reflecting active participation and teamwork.

12. ORGANIZING TEAM

S.No.	Name	Designation
1	Mrs. Savita Yadav	Assistant Professor, Department of Child Health Nursing
2	Ms. Maneesha Yadav	Nursing Tutor

13. ANNEXURES / DOCUMENTATION

Original activity-wise participant lists, geotagged photographs, activity posters, newspaper coverage and social-media documentation, where available, may be attached after the corresponding activity section as supporting evidence.

मातृ व शिशु स्वास्थ्य के लिए स्तनपान के बताये लाभ

मास्कर ब्यूरो

फर्रुखाबाद। मेजर एसडी सिंह विश्वविद्यालय के आयुर्वेद एवं नर्सिंग संकाय में शनिवार से विश्व स्तनपान सप्ताह का शुभारंभ किया गया। नर्सिंग संकाय के सेमिनार हॉल में कार्यक्रम का शुभारंभ माँ सरस्वती की प्रतिमा पर माल्यार्पण एवं दीप प्रज्ज्वलन के साथ हुआ। विश्वविद्यालय के आंतरिक गुणवत्ता आश्वासन प्रकोष्ठ (आईक्यूएसी) के निदेशक कमल अरोड़ा ने कहा कि नवजात शिशु के लिए माँ का दूध सर्वोत्तम एवं संपूर्ण आहार है। नर्सिंग संकाय की डीन प्रो. शेरीन पी. एलेक्स ने कहा कि स्तनपान केवल शिशु के पोषण का माध्यम नहीं, बल्कि माँ और बच्चे के बीच भावनात्मक संबंध को भी मजबूत बनाता है। कार्यक्रम के उपरांत छात्र-छात्राओं की पोस्टर निर्माण प्रतियोगिता आयोजित की गई, जिसमें प्रतिभागियों ने विश्व स्तनपान



- विश्व स्तनपान सप्ताह का शुभारंभ
- आयुर्वेद व नर्सिंग संकाय ने विश्व स्तनपान सप्ताह की शुरुआत की

सप्ताह की थीम पर आकर्षक एवं जागरूकता आधारित पोस्टर बनाकर अपनी रचनात्मक प्रतिभा का प्रदर्शन किया। उधर, आयुर्वेद संकाय के बीएएमएस सभागार में स्त्री रोग एवं प्रसूति तंत्र विभाग तथा कौमारभृत्य विभाग के संयुक्त तत्वावधान में आयोजित कार्यक्रम में आयुर्वेद

संकाय के डीन डॉ. अम्बरीश कुमार बाथम ने कहा कि जन्म के पहले छह माह तक केवल माँ का दूध ही शिशु के लिए संपूर्ण एवं सर्वोत्तम आहार है। डॉ. रीति यादव ने कहा कि प्रत्येक माँ को स्तनपान के सही समय, सही तरीके एवं उसके लाभों की जानकारी होना आवश्यक है, ताकि नवजात को जीवन की स्वस्थ शुरुआत मिल सके। डॉ. नवीन कुमार बीवी ने कहा कि स्तनपान शिशु के सर्वांगीण विकास की मजबूत नींव है और इसके प्रति जन-जागरूकता बढ़ाना समय की आवश्यकता है। इस अवसर पर उप प्राचार्य डॉ. विनायक किन्नाल, डॉ. जया श्रीवास्तव, डॉ. गरिमा यादव, डॉ. राकेश भदौरिया, डॉ. विनय यादव, डॉ. विजयकृष्ण, डॉ. रमेश तिवारी एवं डॉ. अभिषेक गुप्ता, डॉ. प्रह्लाद रामलाल गुप्ता, डॉ. विश्वनाथ के एम, डॉ. चंद्रशेखर दत्तात्रेय सहित बड़ी संख्या में शिक्षक एवं छात्र-छात्राएँ उपस्थित रहे।



GPS Map Camera

Google

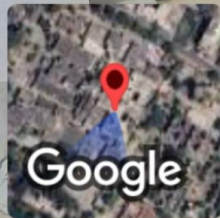
Fatehgarh, Uttar Pradesh, India



7jwf+72q, Fatehgarh, Uttar Pradesh 209749, India

Lat 27.296025° Long 79.622128°

Tuesday, 04/08/2026 09:07 AM GMT +05:30



Farrukhabad, Uttar Pradesh, India 🇮🇳

9jj2+fwx, Nekpur Kalan, Awas Vikas Colony, Farrukhabad,
Uttar Pradesh 209601, India

Lat 27.38105° Long 79.603102°

Monday, 03/08/2026 01:33 PM GMT +05:30



GH UNIVERSITY Farrukhabad

Thank
You!

MAJOR SD SINGH
UNIVERSITY

Fatehgarh
Uttar

GPS Map Camera

Fatehgarh, Uttar Pradesh, India

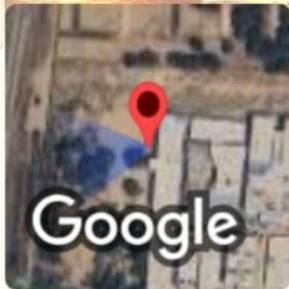


7jwf+72q, Fatehgarh, Uttar Pradesh 209749, India

Lat 27.296049° Long 79.622276°

Thursday, 06/08/2026 03:16 PM GMT +05:30

Google



Fatehgarh, Uttar Pradesh, India



7jwf+72q, Fatehgarh, Uttar Pradesh 209749, India

Lat 27.295996° Long 79.622134°

Thursday, 06/08/2026 03:00 PM GMT +05:30

विश्व स्तनपान सप्ताह का समापन, प्रतिभागी सम्मानित

शिशु के लिए अमृत समान है मां का दूध

भास्कर ब्यूरो

फर्रुखाबाद। मेजर एसडी सिंह विश्वविद्यालय के इंस्टीट्यूट ऑफ आयुर्वेद एवं श्रीबाबू सिंह ददू जी नर्सिंग एंड पैरामेडिकल कॉलेज में विश्व स्तनपान सप्ताह का समापन जागरूकता कार्यक्रमों के साथ हुआ। विद्यार्थियों ने भाषण, पोस्टर, नुक्कड़ नाटक, रील एवं पीपीटी प्रस्तुति के माध्यम से स्तनपान के महत्व और मां-शिशु को होने वाले लाभों की जानकारी दी। सप्ताहभर आयोजित प्रतियोगिताओं में उत्कृष्ट प्रदर्शन करने वाले विद्यार्थियों को स्मृति चिन्ह, प्रशस्ति पत्र एवं पुरस्कार देकर सम्मानित किया गया। इंस्टीट्यूट ऑफ आयुर्वेद में कार्यक्रम का शुभारंभ विश्वविद्यालय के

**विश्व
स्तनपान
सप्ताह का
समापन, मां के
दूध के महत्व
पर दिया
संदेश**



प्रमाणपत्र के साथ सम्मानित प्रतिभागी।

कुलसचिव डॉ. पी.एन. प्रसाद, डीन डॉ. अम्बरीश कुमार बाथम, डॉ. विनायक किन्नाल, डॉ. संतोष मिश्रा एवं डॉ. नवीन बीवी ने दीप प्रज्ज्वलित कर किया। इस अवसर पर कुलसचिव डॉ. पी.एन. प्रसाद ने कहा कि मां का दूध शिशु के लिए

सर्वोत्तम आहार है। वहीं डीन डॉ. अम्बरीश कुमार बाथम ने कहा कि आयुर्वेद में मातृ दुग्ध को अमृत समान माना गया है, जो मां और शिशु दोनों के स्वास्थ्य के लिए लाभकारी है। कार्यक्रम में डॉ. रीति यादव, डॉ. अर्जुन, डॉ. जया, डॉ. शारदा एच., डॉ. जोजन जेरोन एवं

डॉ. गरिमा यादव उपस्थित रही। नर्सिंग एंड पैरामेडिकल कॉलेज में कार्यक्रम का शुभारंभ डीन प्रो. शेरीन पी. एलेक्स, डॉ. मनीषा शर्मा, रचना यादव, पवन कुमार एवं डॉ. सविता यादव ने किया।

प्रो. शेरीन पी. एलेक्स ने कहा कि स्तनपान स्वस्थ समाज की नींव है और प्रत्येक परिवार तक इसका संदेश पहुंचाना आवश्यक है। कार्यक्रम में डॉ. सविता यादव एवं मनीषा यादव ने प्रश्नोत्तरी का आयोजन कराया। साथ ही तंबाकू निषेध दिवस एवं नशा मुक्ति अभियान में उत्कृष्ट प्रदर्शन करने वाले विद्यार्थियों को भी सम्मानित किया गया। इस अवसर पर हर्षिता सिंह, हिमांशु राठौर, विनीता, आशीष कंसोटिया, भुवनेश कुमार, विजय यादव, रामेन्द्र एवं शिवा भदौरिया सहित शिक्षक एवं छात्र-छात्राएं मौजूद रहे।